**Kickstarter Projects**

The first conclusion is one that jumps out, the more campaigns there are in a category, the more campaigns are successful. Example "theater" category has 1393 total campaigns, with 839 successful. This is logical but doesn't mean that a "theater" campaign will be more successful or less, we would need to further analyze to come to a conclusion. Creating a table and graph that show what the percent of campaigns that have been successful, failed, live, or canceled by the categories, and a separate one by sub-category.

Speaking of theater, the largest sub-category is "plays" unquestionably. It would be a good idea look at the average cost of the categories/sub-categories to see if that effects the successfulness of a campaign. As the data shows that those campaigns with higher goals have a lower percentage of being successful and a higher percentage of failing. It can be suggested that more plays have lower goals and thus there are more campaigns and so more plays are successful.

Another conclusion that could be made is based on date created and that September and December have the lowest number of campaigns created. Events happening at these times could be a reason for less campaigns to be created, school starting and the "Holidays." Both are busy and high stress times for people and adding a launch on Kickstarter would add another level of stress. Also, there are both less campaigns started and less that are successful, with the analysis we have done we can only say there is a correlation between time of year created and successfulness. More analysis would need to be done to see if there is a relationship between the two.

Many Kick-starters use social media, marketing, graphics and so on. This dataset doesn't show us how active they are on their social media or what they have done as far as marketing. It is something I would like to analyze, especially with how important social media is and how people can reach new backers.

Along with the previously stated other graphs/charts to create, I would like to look at success/fail rate in respect to campaign length and the percent funded in respect to category/subcategory.